



DEPARTMENT OF NUTRITION

Report on Workshop on ‘CONCEPT TO CARTON’

Date: 28th August 2025

Time: 10:30Am to 2Pm

Brochure:



The Department of Nutrition had organized a **Workshop on ‘CONCEPT TO CARTON’** under DBT STAR COLLEGE (Strengthening Component) for the Project students of M.Sc. & B.Sc Nutrition. The event was attended by 8 faculty members & 80 students. The resource person for the same was Ms. Sindhura, Assistant Professor, Malla Reddy University.

Objectives –

- To provide practical insights into the process of food product development, from innovation and labeling to packaging and marketing.
- To enhance understanding of food labeling regulations, E-number coding, and FSSAI-compliant packaging materials.
- To emphasize the importance of advertising and marketing in the successful launch of food products.
- To inspire students with real-world examples, including a nutrition-focused food product developed to combat anaemia in tribal communities.

Outcomes of the Event:

- Students gained a comprehensive overview of the end-to-end process of food product development.
- They understood the significance of accurate labeling, sustainable packaging, and effective marketing in ensuring product success.
- The session reinforced theoretical concepts with real-life applications, although some students noted the content had been previously covered in class.
- The workshop highlighted the interdisciplinary nature of food innovation, combining science, creativity, and market strategy.

Pictures



Ms. Sindhura addressing the students



Demonstration of a Premix for Pregnant Women

